

CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being submitted via the USPTO EFS Filing System on the date shown below to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date: April 11, 2008/ Kimberly Webb /
Kimberly Webb**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant(s): Kenneth A. Moss, *et al*

Examiner: Matthew L. Hamilton

Serial No: 10/749,653

Art Unit: 3622

Filing Date: December 31, 2003

Title: PAID INCLUSION LISTING ENHANCEMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION DATED JANUARY 11, 2008

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the amendments and comments below.